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1994
MONTHLY PLANNING SCHEDULE

KEY DATES	# of Weeks Prior to In-Store	JAN. (1/3 - 1/28)	FEB. (1/31 - 2/25)	MARCH (2/28 - 4/1)	APRIL (4/4 - 4/29)	MAY (5/2 - 5/27)	JUNE (5/30 - 7/1)
Concept Development Begins	27+	6/28	7/26	8/23	9/27	10/25	11/22
Concepts Finalized	26	7/05	8/02	8/30	10/04	11/01	11/29
Preliminary Promotion Review	25	7/12	8/09	9/06	10/11	11/08	12/06
Promotion Clearance Request	20	8/16	9/13	10/11	11/15	12/13	1/10
VPRS/Brand Meeting	20	8/16	9/13	10/11	11/15	12/13	1/10
Monthly Programs Finalized	19	8/23	9/20	10/18	11/22	12/20	1/17
Elements / Fact Sheets Due Trade Marketing **- Including Sell Card Requirements** **• Photo of Display/Incentive and Packaging** **• Display Dimensions**	18	8/30	9/27	10/25	11/29	12/27	1/24
Trade Marketing Reviews Proofs Fact Sheets/Sell Cards	18	8/30	9/27	10/25	11/29	12/27	1/24
Art & Keyline Due Madden	**17**	**9/06**	**10/04**	**11/01**	**12/06**	**1/03**	**1/31**
Final Proofs Approved	16	9/13	10/11	11/08	12/13	1/10	2/07
Fact Sheets/Sell Cards in Production	**15**	**9/20**	**10/18**	**11/15**	**12/20**	**1/17**	**2/14**
Fact Sheets/Sell Cards Assembled/Collated	14	9/27	10/25	11/22	12/27	1/24	2/21
Fact Sheets/Sell Cards Distributed	13	10/04	11/01	11/29	1/03	1/31	2/28
Fact Sheets/Sell Cards Received in Field	**11**	**10/18**	**11/15**	**12/13**	**1/17**	**2/14**	**3/14**
FSF Pre-Booking Begins	10	10/25	11/22	12/20	1/24	2/21	3/21
MATERIAL PROCESS							
Comp Due	14	9/27	10/25	11/22	12/27	1/24	2/21
Art & Keyline Due	10	10/25	11/22	12/20	1/24	2/21	3/21
Final Proofs Approved	7	11/15	12/13	1/10	2/14	3/14	4/11
Production/Finishing	4	12/06	1/03	1/31	3/07	4/04	5/02
POS Distribution	4	12/06	1/03	1/31	3/07	4/04	5/02
In Store - (D-Day)	0	1/03	1/31	2/28	4/04	5/02	5/30

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